

EXHIBIT 330

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BlueCross BlueShield
Association

A n Association of Independent
Blue Cross and Blue Shield Plans

A Blue Cross and Blue Shield Association Presentation

Brand Book Workshop

Presented to:
Blue Cross Blue Shield of Arizona
November 8, 2010

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Today's Presentation

- Part 1 – Why so many rules?
- Part 2 – The Brand Regulations
- Part 3 - Resources

Goals of the Brand Regulations

